

building for the future



**KING
COUNTY**

***King County Commission for
Marketing Recyclable Materials
Annual Report 2000***

“...we will periodically
step back and evaluate
our programs to determine
how to best influence the
use of recycled materials
in the future.”

introduction

Executive Director's Message

Looking back over this past year, the King County Commission for Marketing Recyclable Materials (Marketing Commission) has been encouraged and excited by the public's continuing support of recycled products and the programs we offer to increase their awareness. Given the ever-changing environment in which we live and work, we will periodically step back and evaluate our programs to determine how to best influence the use of recycled materials in the future.

In the past, we have concentrated our efforts strictly on the consumer end of the recycling loop. Our recent market assessment determined that in order to effect greater change, we needed to approach recycling from the manufacturing angle. To this end, we are particularly encouraged by the early success of our two newest programs. **LinkUp** was designed to work directly with regional manufacturers to assist them in incorporating more recycled materials into the products they make. The program also offers a variety of technical, promotional and marketing assistance. **Product Stewardship** has been a strong catalyst in encouraging manufacturers to design recycled-content products that can be easily recycled or reconfigured when their lifecycle ends or they become outdated or expendable.

As part of the Marketing Commission's continuing effort to target the general consumer, we created our fifth demonstration garden for the **2000 Northwest Flower & Garden Show**, winning a gold medal in the Urban Horticulture classification. We have refocused our nationally recognized **Get in the Loop** program to emphasize the use of sustainable building products and practices in residential homes and commercial buildings. Our **Northwest EnviroExpo** event attracted nearly 8,000 consumers from throughout the Puget Sound region and featured more than 65 vendors displaying earth-friendly products and services.

The Marketing Commission has been recognized as the first public entity in the United States formed exclusively to serve as a market development agency for recycled materials and products. Since our inception, the Marketing Commission has partnered with major manufacturers, retailers and other public agencies to expand the scope of our programs to reach beyond King County. After all, recycled materials and products know no geographical boundaries.

Since the Marketing Commission's creation in 1989, it has been our goal to develop programs that improve and stabilize markets for recycled materials by increasing the awareness and sales



*Deborah Brockway,
Executive Director*

of recycled products. Over the past 11 years, we have continually strived to develop programs that most effectively achieve this goal. As we move into the 21st century, the Marketing Commission will continue to look for ways to maximize the use of recycled materials in the products designed for the consumer and the ultimate protection of the environment. It is in this effort that the King County Commission for Marketing Recyclable Materials will continue to **build for the future.**

“King Street Center is not only a model of environmental integrity and sustainability, but a model of strong positive work collaboration between many people.” — *Ron Sims*

sustainable construction

King Street Center

background

King Street Center, the newest King County government office building, presented the Marketing Commission with a unique opportunity to locate and showcase recycled products and demonstrate the use of sustainable building practices. What would become the new home for King County’s Department of Natural Resources and Department of Transportation also became a building used to educate the design, development and construction industries about sustainable products and practices.

The Marketing Commission, serving as a resource for recycled and sustainable building products and materials, worked closely with other county agencies and developer Wright Runstad to incorporate recycled products and sustainable building features into King Street Center.

highlights

renewed carpet » The carpet in King Street Center consists of previously used squares that were removed from a building in another part of the country and then cleaned, refurbished and re-dyed with a new pattern. By using this “renewed” product, we prevented more than 32,000 square yards of carpet from being sent to a landfill. The carpet

is expected to last up to 10 years, at which point it can be renewed again.

water reclamation system » A water reclamation system was designed to collect rainwater from the building roof to fill three 5,400-gallon settling tanks. The water passes through the tanks, then is filtered in small cylinders as it is pumped to the toilets throughout the building. When there is not enough rain to meet the building’s needs, domestic water is automatically added to the tanks. We expect to save about 1.4 million gallons of domestic water each year with this system. Because rainwater typically runs into the existing city sewerage system, we are capturing water that would otherwise go unused.

lighting system » The lighting system for King Street Center places most of the enclosed offices in the interior core of the building, allowing the open office space to take advantage of available light from the perimeter windows. The system uses high technology, indirect fluorescent fixtures, supplemented by task lighting at individual workstations. This state-of-the-art system automatically adjusts the lights at the perimeter of the building to compensate for the amount of sunlight entering the windows. When completed in late 1999, King Street Center had the most energy-



captions

recycling statistics

- 44 tons of steel recycled
- 50 cubic yards of shotcrete recycled
- 3,351 tons of decontaminated topsoil recycled
- 1 ton of railroad ties and 8 tons of wood recycled
- over 80% of total excavation materials recycled
- 668 tons of granite reused by Port of Seattle projects
- 4,832 tons of recycled concrete and 150 cubic yards of recycled masonry used for temporary roads

efficient lighting system of any building in Seattle, about 28.4 percent more efficient than that required by the state's energy code.

recycled paint and glass » Elevator lobby walls are finished with recycled paint made from paint obtained through the King County hazardous waste collection program. Ceramic, concrete and glass tiles, all incorporating recycled glass in their production, are used in the building's elevator lobbies.

other features » While the building was being constructed, the Marketing Commission maintained a 20-foot-tall sign at the site that publicized the quantity of materials being reused and recycled, and identified the recycled products being incorporated into the building. The sign was updated periodically throughout the building process, highlighting the impressive statistics listed at the top of this page.

To market the sustainable features of King Street Center, the Marketing Commission presents tours of the building for governments, developers, architects and engineers from around the world as well as locally. We also provide tours for groups of school children, teaching them the value of using recycled materials from an early age.

building facts

- Occupied by King County's Department of Natural Resources and Department of Transportation (1,450 employees)
- Eight floors of office/retail space plus two levels of underground parking for up to 500 cars
- 327,000 sq. ft. of King County office/retail space (Metro pass sales area) plus four retail storefront spaces totaling 8,410 sq. ft.
- Construction began January 1998 and ended September 1999

looking ahead

Over time, King Street Center may incorporate new recycled products and sustainable building products and practices that can be used in an existing building. Meanwhile, the building serves not only as a model for future design and construction in the region, it also articulates our vision of sustaining a livable, clean and healthy environment for King County employees, visitors and future generations.



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“...working directly with regional manufacturers to incorporate more recycled materials into the products they make.”

assistance to manufacturers

LinkUp Program

◉program history

Traditionally, the Marketing Commission has concentrated its efforts on encouraging general consumers, businesses and other public agencies to buy recycled products. With our new **LinkUp** program, we're working directly with regional manufacturers to incorporate more recycled materials into the products they make. Launched in the spring of 2000, with funding from both King County and the City of Seattle, this program provides eligible Puget Sound-area manufacturers with technical, promotional and marketing assistance.

The scope of the program is expected to reach far beyond King County and the City of Seattle. Since market development for recycled materials must be approached on a regional basis, manufacturers throughout the Puget Sound area are invited to apply for **LinkUp** assistance. Available assistance includes market research, technology evaluation, locating reliable supplies of recycled materials, material and product testing, product positioning, and identifying and overcoming market barriers.

◉program accomplishments

Within 90 days of the program launch, four **LinkUp** partnerships were formed. The Marketing Commission agreed to work with TriVitro Corporation, a manufacturer of abrasives made from recycled glass containers, to overcome market barriers in the construction industry.

We teamed up with a manufacturer of recycled plastic lumber, Recycled Plastics Marketing, Inc. (RPM), to increase awareness of its new manufacturing facility in Tacoma – the only plant of its kind in the state of Washington. We are partnering with Custom Hand-weaving of Seattle, a maker of high-quality rugs from recycled scrap textiles, to promote the business and find additional sources of materials. And finally, we have linked up with Recovery One, Inc., a construction, demolition and land-clearing (CD&L) debris recycling facility located at the Port of Tacoma. Recovery One is one of the few debris recycling facilities in the country that can manage mixed debris loads. Though not a manufacturer in the traditional sense of the word, Recovery One qualifies for **LinkUp** under a provision that includes materials processors that are able to remove barriers to recycling problematic materials.

◉looking ahead

The **LinkUp** program's first-year goal is to form partnerships with six to 12 Puget Sound-area manufacturers. It is expected that success stories generated with these partnerships will result in attracting additional companies in coming years. The Marketing Commission also looks forward to teaming with other governments and organizations throughout the Pacific Northwest to form programs similar to **LinkUp**. By expanding our boundaries we will have the most positive effect on the use of recycled materials in regional manufacturing.



captions

“...the idea that products be designed so that as they are produced, marketed, used and then no longer used, they have a minimal impact on the environment...”

Product Stewardship

•program history

Product Stewardship – the idea that products be designed so that as they are produced, marketed, used and then no longer used, they have a minimal impact on the environment – has been gaining momentum in the Pacific Northwest. The Marketing Commission has been one of several groups including governments, businesses and nonprofit organizations that have come together as the Northwest Product Stewardship Council to promote this idea.

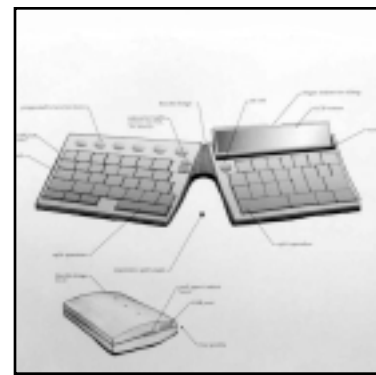
Under product stewardship, all participants in the life cycle of a product – designers, suppliers, manufacturers, distributors, retailers, consumers, recyclers and disposers – share responsibility for the environmental effects of the product. Product stewardship practices include providing a product as a service, taking back a product after it has been used, conserving resources, using recycled materials and reducing the size of a product and its packaging.

•program accomplishments

In fall 1999, the Marketing Commission formed a partnership with the University of Washington and the Northwest chapter of the Industrial Designers Society of America to engage students in the redesign of three existing products. Three local companies provided products for redesign and served as mentors to

the students during the design process. The companies were Recreational Equipment Incorporated (REI), which provided a rain jacket; RESOLUTE, which provided a lamp; and Microsoft Corporation, which contributed a computer keyboard. As part of this Whole Product Design Project, internationally known guest lecturers from the Netherlands, Australia and North America gave public presentations on various aspects of product design and product stewardship and worked directly with the students in the classroom. The project was generously supported by a grant from the Region 10 office of the U.S. Environmental Protection Agency.

The Marketing Commission, along with other members of the Northwest Product Stewardship Council, helped organize a two-day “Products and the Environment Northwest” conference in the spring of 2000. The conference brought together national and international leaders in business and government – all experts in the product stewardship field – to expand the awareness and use of product stewardship practices in the Pacific Northwest. The conference provided 197 participants with information on practices, policies and the role of product stewardship in marketing and customer service, product development and manufacturing, and purchasing and distribution. It also provided different



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life-cycle assessment tools and software packages as well as simulation games and other strategies for introducing product stewardship into the workplace.

•looking ahead

Over the next year, the Marketing Commission will support publication of a book that will encourage educators and designers to integrate the lessons learned from the Whole Product Design Project into their work. We will also continue to support Northwest Product Stewardship Council activities.

“...used motor oil can be re-refined to extract the pure base lubricating stock, which doesn’t wear out or break down with use – it only gets dirty.”

consumer outreach

Shift Gears

•program history

In an effort to establish a reliable market for re-refined motor oil in the King County area, the Marketing Commission created the **Shift Gears** program in 1996. The program’s mission was to encourage consumers to try re-refined oil and, more importantly, to keep using it.

A significant barrier to increasing consumer use of re-refined oil is the long-standing perception that the product is simply “recycled” or “refiltered.” In truth, used motor oil can be re-refined to extract the pure base lubricating stock, which doesn’t wear out or break down with use – it only gets dirty. Additives, dirt and contaminants are removed in the re-refining process, and new additives are then blended with the resulting pure base stock to create motor oil that meets car manufacturer warranties and American Petroleum Institute specifications.

•program accomplishments

The Marketing Commission formed a partnership with a major re-refined oil manufacturer – 76 Lubricants Company – for a 1996 **Shift Gears** promotional campaign. With the support of this major sponsor and 35 automotive service stations and quick lubes, more than 3,000 King County residents tried re-refined oil. The 1997 campaign saw another major re-refined oil manufacturer – Safety-Kleen Corp. – and 122 service stations

and quick lubes join the program, providing nearly 6,000 consumers with the opportunity to try re-refined oil. Thanks to funding assistance from the Region 10 office of the U.S. Environmental Protection Agency, consumers in areas beyond King County – north to Everett, south to Olympia and west to Silverdale – were able to try re-refined oil.

•looking ahead

Since those two successful campaigns, the Marketing Commission has explored other ways to help establish a reliable re-refined oil market in the King County area. At the core of this effort is the Marketing Commission’s work with a coalition of representatives from other governments and King County agencies interested in more firmly anchoring re-refined oil manufacturers to our regional market.

As a result of the coalition’s work, the Commission has begun shifting its focus from increasing re-refined oil use among consumers to increasing its use among both public and private fleets. We believe that the use of re-refined oil by more and more fleets will help sustain manufacturer interest in marketing re-refined oil in our region and help increase consumer interest in using re-refined oil. The Marketing Commission is currently developing strategies to achieve this new goal.



captions

consumer outreach

“...most shoppers want to buy recycled products but will not go to great lengths to find them.”

Get In the Loop

•program history

The nationally recognized **Get in the Loop** program and well-known logo were designed by the Marketing Commission in 1993 to increase the awareness and purchase of recycled products in retail stores. The initial concept was simple: most shoppers want to buy recycled products but will not go to great lengths to find them. **Get in the Loop** responded by identifying specific recycled product choices right on the shelf. Posters, shelf talkers, door signs and clerk buttons were used to promote recycled products. Retailers were encouraged to use the program logo in their coupon books, flyers and other promotional material.

•program accomplishments

Retailers who participated in the early **Get in the Loop** campaigns reported sales increases for recycled products of up to 25 percent. By 1998, however, increases in sales of recycled products during **Get in the Loop** promotions had begun to plateau. With the number of recycled products in retail stores increasing, it no longer seemed as useful to identify products for consumers as it did to find new ways to capture consumer interest.

•looking ahead

A strong regional interest in sustainable building practices has emerged in recent years. In recognition of this interest, the Marketing Commission has chosen to

focus its consumer outreach efforts on increasing the awareness and use of recycled and sustainable products and practices in the home and building construction, remodeling and renovation industries. Partnering with the new **Built Green™** program developed by the Master Builders Association and other interested parties, including King County, Snohomish County and the City of Seattle, the Marketing Commission cosponsored a **Built Green™** exhibit at the Seattle Home Show 2, October 12-15, 2000.

The Marketing Commission provided space for 19 participants representing more than 40 builders, suppliers and other companies that support **Built Green™** building concepts. A free-standing display showcased recycled-content building and garden products. The Marketing Commission was featured in the show's extensive advertising campaign, which included radio, television and print media. Of the 28,039 people who attended the four-day show, more than 5,200 visited the **Built Green™** exhibit.

Following the success of Home Show 2, the Marketing Commission will expand on the sustainable building theme by participating in the major Seattle Home Show, February 17-25, 2001.



King County Executive Ron Sims was on hand to tour the exhibit and award certificates to participating vendors.

“The garden showcased a wide variety of recycled-content products, all made or sold locally, and encouraged gardeners to reduce waste by using recycled products.”

Demonstration Garden

•program history

The Marketing Commission created its fifth demonstration garden for the **2000 Northwest Flower & Garden Show**, held February 2-6. Now the third largest flower show in the United States, the Seattle show attracted more than 82,000 landscaping and gardening enthusiasts. Extensive media coverage reached more than one million Puget Sound consumers, making the show an excellent venue for our garden's buy-recycled message.

Many Happy Returns, the year 2000 garden theme, depicted a kid's birthday in a recycled garden. The garden showcased a wide variety of recycled-content products, all made or sold locally, and encouraged gardeners to reduce waste by using recycled products. The Marketing Commission joined design efforts with students from West Seattle High School, Orca Elementary School, the First Place School in Seattle and the Issaquah 4-H Club to create the prize-winning garden.

The garden was designed using exciting recycled products from 21 local businesses and suppliers, including patio pavers made of “glasscrete” and rubber, latex paint, glass tile, metal drain covers, compost, plastic lumber, wood mulch, playground equipment, pulp pots, outdoor furniture, a worm bin and a specially commissioned fence and gate. Visitors were encouraged to drop by our booth in the commercial area of the show for hands-on contact with many of the recycled products.

The Commission also participated in the show's popular seminar series, supporting Maria Ruano, owner of Seattle's Bedrock Industries. Ruano's “Trash to Treasures” demonstration was given twice during the show, each time playing to capacity crowds.

•program accomplishments

A broad range of recycled products made our garden a public and critical favorite. King County Executive Ron Sims was on hand to officially open the garden and speak about the county's promotion of environmentally friendly products. The Marketing Commission was awarded the gold medal in Urban Horticulture for “demonstrating responsible design and horticultural practices in an urban environment.”



captions

•looking ahead

The Marketing Commission is currently designing its demonstration garden for the **2001 Northwest Flower & Garden Show**, to be held February 7-11. Entitled ***garden@work: a recycled garden retreat***, this year's exhibit will feature a backyard office space. The garden is being designed to show how telecommuters might trade the daily drive for a stroll across the patio to work in our lush garden setting. Rainwater will be captured as it rolls off the home's roof, circulated through an ornamental water feature and used to irrigate the garden during periods of low rainfall. We will showcase a number of recycled-content products and, once again, provide information on each product at our booth in the commercial area of the show.



captions

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“...highlighting how natural
resources are affected by
our actions and by the
products that we use.”

resource conservation

Northwest EnviroExpo

•program history

To support a larger resource conservation campaign while also promoting our traditional buy-recycled message, the Marketing Commission created the **Northwest EnviroExpo** in 1999. The campaign integrated a number of environmental themes, highlighting how natural resources are affected by our actions and by the products that we use. Water conservation, landscaping practices, reuse, recycling and sustainable building concepts are all part of resource conservation.

Northwest EnviroExpo showcases a wide range of resource-conserving products and services and offers many of them to the general public at discounted rates. The event also helps promote smaller businesses in our region by reaching a large audience with information about their products. For many businesses, this event provides valuable public exposure that they would not otherwise receive.

•program accomplishments

Building on the success of the 1999 campaign, the Marketing Commission held the **2000 Northwest EnviroExpo** on April 1-2 at the new Stadium Exhibition Center in Seattle. The two-day show attracted nearly 8,000 consumers from throughout the Puget Sound region and

featured more than 65 vendors displaying earth-friendly products and services. Among the products offered at discount prices were energy-efficient, WashWise certified washing machines and mulching lawn mowers. More than 200 washing machines and 100 mulch mowers were sold during the event. Seattle Public Utilities, Whirlpool Corporation, Seattle City Light and Cafe Appassionatto helped sponsor the event.

•looking ahead

Northwest EnviroExpo will feature earth-friendly products and services at the Seattle Home Show in the Stadium Exhibition Center, February 17-25, 2001. One of the Northwest's largest consumer events, the Home Show attracts more than 110,000 people over the course of nine days. The Marketing Commission views the positioning of **EnviroExpo** with the Home Show as a natural fit, enabling us to promote our buy-recycled and resource conservation messages to a larger audience. We look forward to the start of a long-term, beneficial relationship with the Home Show and its many customers.



captions

resource conservation

Organics

“...helping to better
manage organic materials
within King County and
throughout the region.”

•program history

In 1998, the King County Department of Natural Resources created a department-wide team to develop an integrated approach to the management of organic materials within King County. This team identified yard trimmings, food scraps, biosolids and manure as materials requiring priority attention.

Organic materials such as compost or soil blends can have a huge impact on soil and water quality. By increasing the use or improving the management of these materials and products, we help preserve and protect natural resources, divert materials from the waste stream and find beneficial uses for materials that would otherwise go to waste.

The Marketing Commission's primary role in this effort is to identify current and potential markets for organic products such as compost. From the beginning, however, we have taken on a greater role in helping the team explore ways to better manage organic materials within King County and throughout the region.

•program accomplishments

Last year, the departmental team began a feasibility study to examine current organics management practices within King County. The study focuses on current processing capacity, product demand, waste characterization and an

assessment of processing technologies for organic materials. The team intends to complete its research by the end of 2000 and move forward with programs and projects based on the findings.

One thing became clear early on: healthy soils play a significant role in the state of the environment. Not only do healthy soils hold, regulate and filter water, they also bind and degrade pollutants. By performing these important roles, soils have a direct impact on water quality. Yet, until now, promotion of healthy soils and their role in the environment has not been emphasized.

Armed with this new knowledge, the Marketing Commission and the King County Solid Waste Division are creating an outreach program to raise homeowner awareness about the importance of healthy soils. We intend to educate homeowners on how to achieve healthy soils and provide them with some tools to help them get there. The planning for this program is still in the early stages, with a launch planned for late 2000.

•looking ahead

The Marketing Commission will build on its outreach to homeowners and begin educating other critical audiences about soil quality. These audiences may include professional landscapers, developers, builders, farmers and livestock owners.



captions

for more information:

[http://dnr.metrokc.gov/swd/
ResRecy/soil4salmon.htm](http://dnr.metrokc.gov/swd/ResRecy/soil4salmon.htm)

highlights

“...formed exclusively to ensure the success of recycling by promoting markets for recycled products.”

•the commission

The King County Commission for Marketing Recyclable Materials has been recognized as the first public agency in the United States formed exclusively to ensure the success of recycling by promoting markets for recycled products. Created in June 1989, the Marketing Commission is housed within King County's Department of Natural Resources.

The Marketing Commission is currently comprised of nine staff members and a board of 11 commissioners. Commissioners represent local businesses, citizen groups, manufacturers, governments, suburban cities, the City of Seattle and the Metropolitan King County Council.

Commissioners, who serve three-year terms, are appointed by the King County Executive and confirmed by the King County Council. Board members help formulate goals and objectives for the Marketing Commission and assist Commission staff with program development.

•partnerships & sponsorships

In a continuing effort to build relationships and demonstrate our commitment to outside organizations in related fields, the Marketing Commission contributed to a number of efforts during the past year. Our support of these organizations

and many of their activities has helped us connect with individuals, businesses and industries whose work we strongly support.

- America Recycles Day
- Industrial Designers Society of America – Northwest Chapter
- Livable Communities Fair, King County
- National Recycling Coalition
- Northwest Product Stewardship Council
- University of Washington
- Washington State Recycling Association

•staff

- Deborah Brockway – *Executive Director*
- Katy Cressey – *Confidential Secretary*
- Jay Beach – *Communications Specialist*

•program managers

- Kris Beatty *Get in the Loop*
- Carol Keaton *Get in the Loop*
- Jim Lindler *Shift Gears and Product Stewardship*
- Erv Sandlin *LinkUp*
- Lynn Warner *Sustainable Landscaping*
- Dan White *Northwest EnviroExpo and Organics*



captions

◉ **King County Commission for Marketing Recyclable Materials**

Executive Director
Deborah Brockway

Commissioners
Tim Croll
Suzanne Hartman
John Yeasting
David Dougherty
Marc Thomas
Susan Robinson
Charlie Cunniff *
Nancy Malaret
Bob Sargent
Bill Anderson
Lisa Skumatz
Pete von Reichbauer

**appointment pending*

Staff
Jay Beach
Kris Beatty
Carol Keaton
Katy Cressey
Jim Lindler
Erv Sandlin
Lynn Warner
Dan White

This material will be provided in alternate formats upon request for individuals with disabilities.

◉ **King County**

King County Executive
Ron Sims

Metropolitan King County Council
Maggi Fimia
Cynthia Sullivan
Louise Miller
Larry Phillips
Dwight Pelz
Rob McKenna
Pete von Reichbauer
Greg Nickels
Kent Pullen
Larry Gossett
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Department of Natural Resources
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Kurt Tripplet, *Deputy Director*

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budget

	1999		2000	
	Commission Budget	Partnership Involvement	Commission Budget	Partnership Involvement
• programs*				
<u>Consumer Outreach</u>				
Get in the Loop	\$208,511		\$132,926	65,546
Shift Gears	126,529		37,452	
<u>Resource Conservation</u>				
Northwest EnviroExpo	351,250	75,100	288,721	90,500
Organics	93,342		92,086	
<u>Assistance to Manufacturers</u>				
LinkUp	134,747		612,390	100,000
Product Stewardship	58,968		124,763	20,000
<u>Sustainable Landscaping</u>				
Demonstration Garden	108,881		94,656	6,000
<u>Sustainable Construction</u>				
King Street Center	0	40,000	79,826	
Programs Subtotal	\$1,082,227		\$1,462,820	
• intergovernmental				
<i>Collaboration with other agencies, comprehensive planning</i>	\$185,508		\$34,537	
• commission				
<i>Commission board support</i>	\$30,379		\$36,866	
• public information				
<i>Speakers, displays, annual report, public information requests</i>	\$27,592		\$23,566	
• total	\$1,325,706		\$1,557,789	

*Overhead has been allocated across all programs.